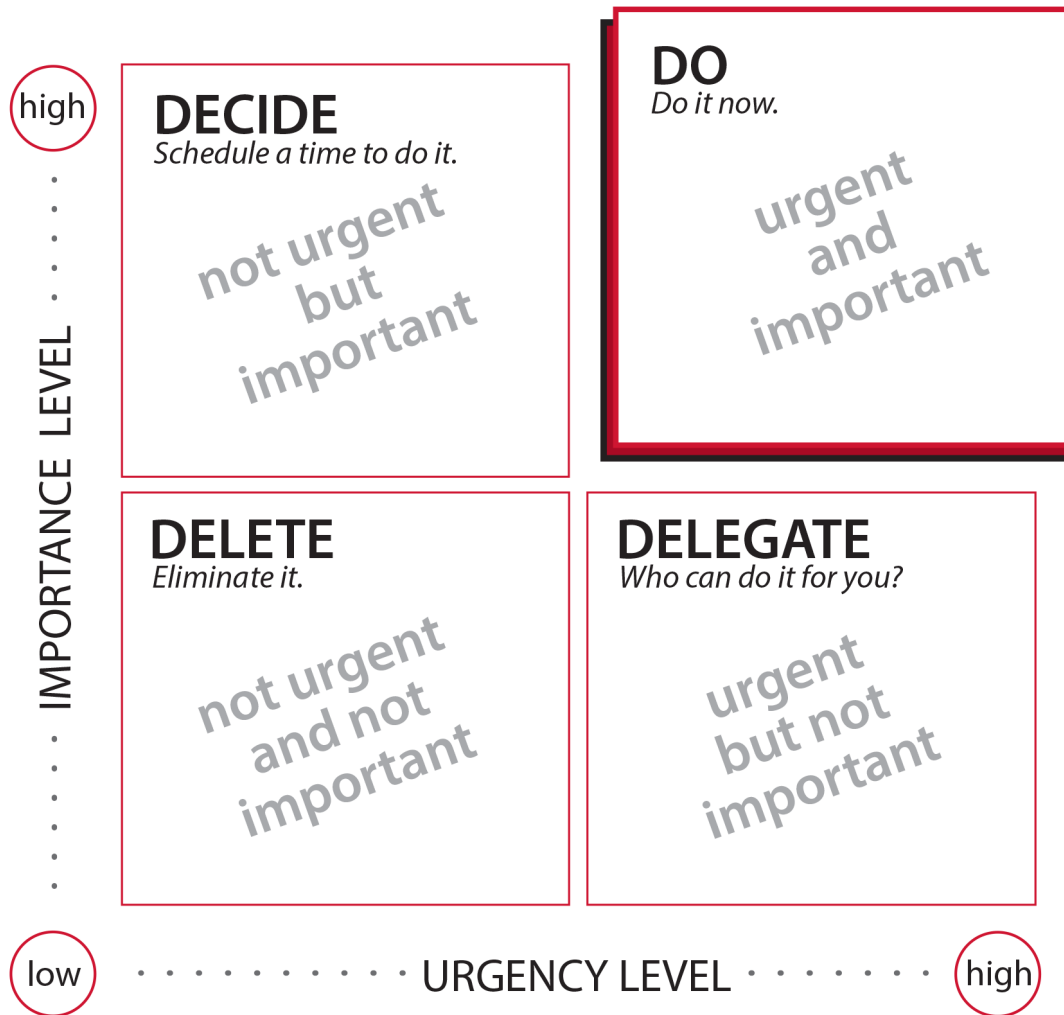


# LEARN URGENT & IMPORTANT

Time management is not about managing time, it's about knowing your priorities. One of the most important aspects of being a good manager is understanding how to prioritize your work and the work of others. A quick way we've found of doing it is using the Urgent & Important square below, keeping the following quote in mind:

**“What is important is seldom urgent,  
and what is urgent is seldom important.”**

— Dwight Eisenhower



- What is urgent AND important for your team's success? Do it today!
- What is important but not urgent? Decide on a time to do it.
- What is not important, but urgent? These things you can delegate most easily.
- What is not urgent and not important? These are the things to delete from your day (and potentially your life).